

*In video 6 we have learnt about various digital channels and platforms that can be utilized for different campaign objectives.*

Just like how you'd dress differently for a date or a job interview, different channels and platforms also have varying purposes depending on the objective of the campaign. While a channel is a way a brand communicates (e.g., social media marketing), a platform is where the communication takes place (e.g., Facebook). Let's look at the most popular types of channels and platforms at our disposal.

**Channels** - A channel is the manner of communication or a broad way to describe how a brand reaches out to its customers. Display advertising, social media marketing, email marketing, search and mobile marketing are examples of channels that are commonly used today. Each of them is unique in their audiences, structures, and objectives, and each of them has a variety of platforms for brands to communicate with their customers through.

**Platforms** - A platform is where brands implement message delivery. Platforms allow advertisers to showcase their brands through a selection of innovative tools. Social Media as a channel includes platforms such as Facebook, Instagram, Twitter and LinkedIn, while SEO and SEM are best on platforms like Google or Bing. Email Marketing includes platforms like Gmail, Outlook and Yahoo Mail, while Mobile Marketing includes mobile banner ads, QR codes and SMS promotions.

Figuring out which channel and platform to use for your marketing strategy can be a difficult decision, so here's a quick 5-step framework to follow:

1. **Define your business goals** - what problem does your brand need solving? Brand awareness? Promoting website traffic? Encouraging app downloads? Besides concluding a goal, also define your budget and your marketing and business assets.
2. **Define your audience** - who is the brand marketing to? Narrow down your demographics using age, gender, marital status, income and employment to clarify the target audience, understand their buyer behavior, and build out detailed buyer personas. Based on this, you can easily identify which platform is most appropriate for this audience. For example, millennials are highly responsive to emails, so email marketing is a great channel for them. On the other hand, Gen Z is most active on social media, and targeting them with organic and paid content on platforms like Instagram, YouTube, Twitter and Facebook is ideal.
3. **Test channels** - now that you've identified the channel that's most relevant for your audience, determine an appropriate budget that will allow maximum media efficiency. Try to keep some budget aside to test alternative approaches on the same channel, or even try new channels.
4. **Analyze your results** - every campaign needs to be measured against existing industry benchmarks as well as your brand's own benchmarks to judge its success or failure. Looking at the engagement on a campaign is just as important as looking at its return on investment (ROI) - depending on the brand objective.
5. **Adapt your strategy** - once you have the results of your campaigns, it's time to adapt your strategy accordingly. Allocate a higher budget to existing platforms that work and come up with ways you can maximize the returns for the channel.

There you have it! Following this basic framework allows agencies to conclude the best platforms and channels to reach their target audience to fulfil the brand's marketing objective.